

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	08/06/2012 4:30 PM	1 of 3
6838921	1						

**Last Received:** 08/06/2012 1:03 PM

**Showing Buylines: All Lines**

<b>Station</b>	WAVY-TV NORFOLK, VA.	<b>Agency</b>	( ) AMERICAN MEDIA & ADVOCACY GROUP	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) RIGELL FOR CONGRESS		815 SLATERS LANE	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	SCOTT RIGELL		ALEXANDRIA, VA 22314	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Estimate#</b>	2723	<b>Agency C/P1/P2/E</b>	128/216/2723	<b>Salesperson Phone#</b>	215-567-6005
<b>Buyer</b>	Ben Angle	<b>Flight Dates</b>	08/07/2012 - 08/13/2012	<b>Salesperson FAX#</b>	215-567-5938
<b>Phone#</b>		<b>Hiatus Weeks</b>			
<b>Fax#</b>					

--- CONTRACT COMMENT ---

CLIENT: RIGELL FOR CONGRESS SC=\*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$16,050  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	TU	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/07-08/07	1	1	1	\$1,000.00	
Rating: 6.1												
	3	TH	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/09-08/09	1	1	1	\$1,000.00	
Rating: 6.1												
	4	F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/10-08/10	1	1	1	\$1,000.00	
Rating: 6.1												
	6	W	430A-5A	EARLY TODAY	:30	\$125.00	08/08-08/08	1	1	1	\$125.00	
Rating: 2.1												
	7	TH	430A-5A	EARLY TODAY	:30	\$125.00	08/09-08/09	1	1	1	\$125.00	
Rating: 2.1												
	9	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	
Rating: 4.2												
	12	W	10A-5P	2012 SUMMER OLYMPICS	:30	\$400.00	08/08-08/08	1	1	1	\$400.00	
Rating: 3.6												
	13	F	10A-5P	2012 SUMMER OLYMPICS	:30	\$400.00	08/10-08/10	1	1	1	\$400.00	
Rating: 3.6												

Rating: 6.1

Rating: 6.1

Rating: 6.1

Rating: 2.1

Rating: 2.1

Rating: 4.2

Rating: 3.6

Rating: 3.6

EC'd Yes Last Received: 08/06/2012 1:03 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP Rep Firm  
Advertiser ( ) RIGELL FOR CONGRESS 815 SLATERS LANE Sales Office ( ) PHILADELPHIA  
Product SCOTT RIGELL ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 2723 Agency C/P1/P2/E 128/216/2723 Salesperson Phone# 215-567-6005  
Buyer Ben Angle Flight Dates 08/07/2012 - 08/13/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	SA	9A-6P	2012 SUMMER OLYMPICS	:30	\$800.00	08/11-08/11	1	1	1	\$800.00	
Rating: 6.0												
	15	SU	9A-6P	2012 SUMMER OLYMPICS	:30	\$800.00	08/12-08/12	1	1	1	\$800.00	
Rating: 6.0												
	17	W	5P-530P	5PM NEWS	:30	\$900.00	08/08-08/08	1	1	1	\$900.00	
Rating: 4.4												
	19	F	5P-530P	5PM NEWS	:30	\$900.00	08/10-08/10	1	1	1	\$900.00	
Rating: 4.4												
	20	M	5P-530P	5PM NEWS	:30	\$900.00	08/13-08/13	1	1	1	\$900.00	
Rating: 4.4												
	22	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	08/11-08/11	1	1	1	\$300.00	
Rating: 2.0												
	24	SA	8P-12A	2012 SUMMER OLYMPICS	:30	\$3,500.00	08/11-08/11	1	1	1	\$3,500.00	
Rating: 13.0												
	25	SU	7P-1130P	2012 OLYMPICS CLOSING CERMONIES	:30	\$3,500.00	08/12-08/12	1	1	1	\$3,500.00	
Rating: 12.0												

---REPORT TOTALS---  
Report Totals: 16 / \$16,050.00

---SALES MONTHLY TOTALS---  
Aug 12: 16 / \$16,050.00

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) RIGELL FOR CONGRESS  
Product SCOTT RIGELL  
Estimate# 2723  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 128/216/2723  
Flight Dates 08/07/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Sales Totals: 16 / \$16,050.00  
Station Totals: 16 / \$16,050.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$39,146	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
		WTVZ 2%	WVBT 11%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE